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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The BIG Website Traffic Lie!

By Grady Smith

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You're being lied to.

Everywhere you turn someone's pushing down your throat the belief that the secret to earning big money online is to drive tons of traffic to your site.

But I'm here to tell you the truth.

Even though traffic is huge, the real "secret" is converting more of your visitors into buyers. You do this by crafting yourself the best grab them by the throat sales letter and proposition, and you make it downright impossible for the majority to refuse.

Just look at the facts, and you be the judge...

Imagine you're driving 300 visitors a day to your site, and sell 1 in 100 of your prospects.

Sure, you can begin a massive promotion and drive 900 visitors to your site, making 9 sales a day. Or, you can polish up your sales letter and turn 1 in 3 into buyers and sell 9 without increasing your traffic.

Just think of the money you'll save, and make, on polishing your sales presentation.

Now that you know the importance, how do you put it to work? There are a couple of options.

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First, you can hire someone to do the writing. Find a copywriter that shows you samples and writes in a style that you want on your site.

Second, you can do it yourself.

Start with a headline. Right up front give your products strongest benefit. Make a promise in your headline, and then explain how the promise and benefits work to the customers potential in the body of your sales letter.

Create the main part of your sales letter as if it's so irresistible that no one can refuse. Give them strong benefits. Show them your product is a huge value that can't be missed.

Close your sales letter with the disadvantages of not accepting your offer. In the beginning, explain the downside, and end the proposition with the down side.

Give a strong satisfaction guarantee, and you've got a sales letter that grabs the reader by the throat and doesn't let go until they input their credit card information.

Of course, this is a basic list of your sales letters goal. There are plenty of resources and articles online that will teach you the complete story on banging out a sales letter that works. Explore and learn. Never give up the pursuit of making a sales letter that puts money in your pocket. It's the best time and money investment you'll ever make for your business.

Grady Smith offers FREE evaluation of your current sales letter, and turns websites into moneymakers. Visit him for your FREE consultation and list of his services. <http://www.mountainhighpub.com/copywriting.html>

How To Get More Traffic To Your Website Using Traffic Exchanges

By Edward

Many people who join traffic exchanges are website owners looking for free traffic. There are also

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many affiliate marketers who join traffic exchanges because they want to drive traffic to their affiliate links as well as internet marketers who want to increase the number of their opt-in e-mail subscribers. There are hundreds of traffic exchanges on the Internet...The traffic exchanges who have the most members usually provide the best results.

A traffic exchange is a service that enables you to visit a member's website, and in exchange other members of the traffic exchange will visit your website. You will earn credits when you view someone's website, and then those credits will be used to have the other members of the traffic exchange visit your website. Most traffic exchanges will allow you to advertise more than one URL so it's possible to promote websites, affiliate links and opt-in landing pages with one account. Most of them also allow you to refer others and earn traffic credits automatically from their efforts.

There are 2 main types of Traffic Exchanges: Manual Surf and Auto Surf. With manual surf, you will need to click on a button to visit the next website in rotation and earn credits. With auto surf, you watch the websites on your computer as they appear automatically every 15 or 30 seconds and you earn credits automatically without having to lift a finger. Although both of these traffic exchanges will bring visitors to your website, the use of a manual exchange is much more likely to bring visitors who will actually read the content of a website and then subsequently take a desired action such as making a purchase or subscribing to an e-mail newsletter.

Some Traffic Exchanges have an option to upgrade or "Pro Membership". Pro members receive extra traffic credits, more benefits and even commissions from the traffic exchange.

Edward is the owner of

where you can join one of the most popular traffic

exchanges. Over 250,000 members are getting millions of targeted visitors every month. It really works!

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